



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 08-24-2012 PAGE: 1 of 3

SRCP MEDIA - 22066
ATTN: BETSY VONDERHEID
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA VA 22314

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
396985	08-24-2012		0	SMITH FOR SENATE, TOM	TOM SMITH FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est# 11 15 225			CMS # 242241	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 08-28-2012	End Date 09-03-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 242241			
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: C : 11 P : 15 E : 225																
1	08-28-2012	08-30-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM MO-TH (7585)			10	30		X	X	X				3	250	3	750.00
2	09-02-2012	09-02-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM SUN (8161)			10	30							X	1	250	1	250.00
3	09-03-2012	09-03-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM MO-TH (7585)			10	30	X							1	250	1	250.00
4	08-28-2012	08-31-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)			10	30		X	X	X	X			4	900	4	3,600.00
5	09-03-2012	09-03-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)			10	30	X							1	900	1	900.00
6	08-28-2012	08-31-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)			10	30		X	X	X	X			4	1,800	4	7,200.00
7	09-03-2012	09-03-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)			10	30	X							1	1,800	1	1,800.00
8	08-28-2012	08-31-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)			10	30		X	X	X	X			2	1,800	2	3,600.00
9	09-01-2012	09-02-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)			10	30						X	X	2	1,400	2	2,800.00
10	09-01-2012	09-01-2012	06:00AM - 08:00AM	WEEKEND NEWS 6-8A SA (6997)			10	30						X		3	800	3	2,400.00
11	09-02-2012	09-02-2012	06:00AM - 07:00AM	WEEKEND NWS 6-7A SU (7055)			10	30							X	2	500	2	1,000.00
12	09-02-2012	09-02-2012	07:00AM - 08:00AM	WEEKEND NWS 7-8A SU (7056)			10	30							X	2	500	2	1,000.00
13	09-02-2012	09-02-2012	09:00AM - 10:30AM	WEEKEND NWS 9-1030A SU (7057)			10	30							X	2	900	2	1,800.00
14	09-02-2012	09-02-2012	11:30AM - 12:00PM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7			10	30							X	1	500	1	500.00
15	09-02-2012	09-02-2012	12:00PM - 01:00PM	12-1P SUN NEWS (7191)			10	30							X	2	550	2	1,100.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Agency Est# 11 15 225			CMS # 242241	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 08-28-2012	End Date 09-03-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 242241					
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16	08-28-2012	08-31-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				10	30		X	X	X	X			8	850	8	6,800.00
17	09-03-2012	09-03-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				10	30	X							2	850	2	1,700.00
18	08-28-2012	08-31-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				10	30		X	X	X	X			4	700	4	2,800.00
19	09-03-2012	09-03-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				10	30	X							1	700	1	700.00
20	08-28-2012	08-31-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				10	30		X	X	X	X			4	1,200	4	4,800.00
21	09-03-2012	09-03-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				10	30	X							1	1,200	1	1,200.00
22	08-28-2012	08-31-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				10	30		X	X	X	X			4	1,400	4	5,600.00
23	09-03-2012	09-03-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				10	30	X							1	1,400	1	1,400.00
24	08-28-2012	08-31-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)				10	30		X	X	X	X			4	1,100	4	4,400.00
25	09-03-2012	09-03-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)				10	30	X							1	1,100	1	1,100.00
26	08-28-2012	08-31-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				10	30		X	X	X	X			2	2,000	2	4,000.00
27	08-28-2012	08-31-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				10	30		X	X	X	X			4	3,500	4	14,000.00
28	09-03-2012	09-03-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				10	30	X							1	3,500	1	3,500.00
29	08-28-2012	08-31-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)				10	30		X	X	X	X			3	3,500	3	10,500.00
30	09-03-2012	09-03-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)				10	30	X							1	3,500	1	3,500.00

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31	08-28-2012	09-02-2012	11:00PM - 11:35PM	Agency CPE: C : 11 P : 15 E : 225 LATE NEWS MO-SU (6969)				10	30		X	X	X	X	X	X		3	4,000	3	12,000.00
																Contracted Gross Total:		75	106,950.00		
																Actual Gross Total:		75	106,950.00		
																Agency Commission:			16,042.50		
																Net Total:			90,907.50		
Month/YR		Preempted		Made Good		Contract Total		Adjustments							Actual Total						
Sep 12		0.00		0.00		106,950.00		0.00							106,950.00						
TOTAL		0.00		0.00		106,950.00		0.00							106,950.00						

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